



AOT in Action

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from Director Sherry Henry:

Good afternoon,

Facebook, Twitter and Flickr are just a few of the many great social media sites that have become critical marketing tools. Understanding the benefit of these tools and how to effectively incorporate them into your own program of work can help you make a stronger impact with your marketing efforts.

That's why, in collaboration with the Center for American Indian Economic Development (CAIED), we will be presenting a **Social Media 101** workshop.

This is a complimentary workshop and is open to everyone. It doesn't matter which area of the industry you are from, hotels, restaurants or chambers of commerce, if you're just beginning with your social media efforts, this is the workshop for you!

The session will be held **Friday, December 17** at the Northern Arizona University Computer Training Center at the [W.A. Franke College of Business](#).

For more information, please contact Dawn Melvin, 602-364-3707 or via e-mail at dmelvin@azot.gov or to sign up for the workshop send your RSVP to ATURSV@azot.gov.

Have a great week.

AOT News

Send Us Your Holiday Travel Deals & Packages!

Now that we're heading into the holiday season, we're looking for holiday package deals from around the state to showcase on the Travel Deals and Packages section of www.ArizonaGuide.com. Post your travel packages today at <http://www.arizonaguide.com/arizona-tourism-partners> to take advantage of this no-cost opportunity.

Travel deals and packages can be uploaded at <http://www.arizonaguide.com/arizona-tourism-partners>.

For more information and step by step instructions, please visit our help guide located at <http://www.arizonaguide.com/arizona-tourism-partners/travel-deals-guide-help>.

Upcoming Events & Activities

[Toronto Media Marketplace](#)

Date: November 30, 2010

Location: Toronto, ON

[AZAP FAM Tour](#)

Date: November 30 - December 5, 2010

Location: Camp Verde, Cottonwood, Phoenix, Mesa, Jerome, and Sedona

[UK Trade Mission](#)

Dates: December 2010

Location: United Kingdom

Arizona Centennial News

Last Informational Summit for Arizona Centennial!

The Arizona Centennial Commission will host an informational summit for Arizona community leaders, Thursday, December 16 from 1:00 to 2:30 p.m. at the Arizona Historical Society Museum at Papago Park, 1300 N. College Ave., Tempe.

This is the last in a series of summits held throughout the state by the Commission to inform and engage Arizonans in planning for Arizona's centennial. Officially, there are only 448 days until February 14, 2012, so if you haven't started planning for the centennial yet, this summit will help you initiate plans before it's too late.

The summit will give elected officials, business, tribal and community leaders and citizens the opportunity to hear first-hand about signature projects and events being planned by the Arizona Centennial Commission, in collaboration with the Arizona Historical Advisory Commission. In addition, the program will provide information about communities already making plans for Arizona's 100th birthday as well as creative ideas to participate.

Start your plans for Arizona's 100th birthday now! The clock is ticking!

To RSVP for the summit, contact: RSVP@arizona100.org or 602-364-4157 by December 9.

Industry News

Scottsdale CVB to Host Free Customer Service Seminar

The Scottsdale Convention & Visitors Bureau invites you to join them for an inspiring, free program featuring Scott Deming, a leading authority on customer service. Deming will take us on a fast-paced, high-energy journey through the critical steps to creating the ultimate customer experience.

Every winter, Arizona hosts millions of visitors from around the world who spend money in our community and support thousands of local jobs. And, whether you're in the tourism industry or not, as a member of the local community you serve as a tourism ambassador – from welcoming someone with a smile or taking the time to give directions to simply saying “thank you” to our visitors. Each of us plays a role in the experience our visitors have and the way they feel about our community. It's the people that make a difference. Are you “visitor ready”?

This is a must-attend seminar for anyone who interacts with visitors.

Event Details:

The seminar will be held Tuesday, December 14, 2010.

This free customer service program is being offered at three locations and times:

7:30 a.m. – 9:30 a.m.

Hotel Valley Ho

6850 E. Main Street, Scottsdale, AZ 85251

Check-in begins at 7:30 a.m.; program will start promptly at 8 a.m.

10:30 a.m. – 12:30 p.m.

Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch

7500 E. Doubletree Ranch Road, Scottsdale, AZ 85258

Check-in begins at 10:30 a.m.; program will start promptly at 11 a.m.

3:00 p.m. – 5:00 p.m.

The Boulders Resort, The Waldorf Astoria Collection

34631 N. Tom Darlington Drive, Carefree, AZ 85377

Check-in begins at 3 p.m.; program will start promptly at 3:30 p.m.

RSVP by December 8 at www.scottsdalecvb.com/scott-deming. For more information: RSVP@scottsdalecvb.com, 480-429-2259. For more information on Scott Deming, visit www.scottdeming.com.

Good News for Agents: Online Losing Luster

A Forrester Research study is the latest evidence that do-it-yourself travel arrangements may be losing some of its luster. Almost one-third of respondents to a recent survey who booked their trips online said they would be interested in going to a good traditional travel agent. That number is up from 23 percent as recently as 2008.

Another Forrester report found that the number of leisure travelers who enjoyed using the Web to plan and book their vacations dropped from 53 percent in 2007 to 46 percent this year. "We believe it's a function of consumers' increasing desire to get the best value as well as the increasing amount of complexity associated with planning and booking a trip," said Henry Harteveltdt, a travel industry analyst for Forrester Research. He added that most travel Web sites are more clinical and take the fun out of trip planning. Traditional travel agent pitch their services as offering travelers avoid the complicated choices involved in doing their own planning. Agents can also help in emergencies such as the travails of passengers on board the Carnival cruise ship *Splendor* that had to be towed to shore in San Diego after it lost power. *(Travel Mole, November 18)*

A First: Offline Travel Now Growing Faster than Online

In 2010, offline travel distribution will grow faster than online for the first time since the rise of online travel, according to a new report, PhoCusWright's "US Online Travel Overview Tenth Edition."

Another perhaps surprising finding: Corporate travel led the US travel market's 2009 plummet and is now fueling its recovery, in a dramatic swing that is temporarily disrupting the overall market's shift to online channels, says the company. PhoCusWright also projects a restrained recovery through 2011, varying by travel segment and distribution channel.

The U.S. online leisure/unmanaged business travel market will grow by eight percent in 2010 while the traditional travel agency/travel management company (TMC) channel, powered by the business travel rebound, will post a 15 percent gain.

"Corporate travel's wild ride over the past two years has caused an unusual shift in trend, with online channels growing more slowly than the total US travel market for the first time," said Douglas Quinby, PhoCusWright senior director of research.

The phenomenon reflects the peculiar dynamics of this recession, but the reversal will be short lived. "In 2011, the long-term arc of continued shift from offline to online channels will resume," Quinby said. Following an historic 15 percent annual decline in 2009, the US travel market in 2010 will regain over half of what it lost, jumping 10 percent to surpass US\$255 billion.

“Yet the recovery will be uneven and slow, with 2010 travel sales falling short of 2006 levels. The total market will continue to rise annually over the next two years, finally reaching record highs again in 2012,” the report said.

Online leisure and unmanaged business travel fared better than the overall travel market in 2009, falling just 5 percent, as travelers sought bargains online. Led by online travel agencies, 2010 gains will push online travel ahead of record 2008 levels. Yet online leisure/unmanaged business penetration of the total travel market will be stagnant at 38 percent in 2010.

PhoCusWright's U.S. Online Travel Overview Tenth Edition provides market sizing and forecasting through 2012 for all major travel segments (airlines, hotels, car rental, vacation packaging, cruise and rail) and key online and offline distribution channels (online travel agencies, supplier websites, and traditional travel agencies/offline supplier direct). (*Travel Mole, November 18*)

Survey Foresees Bigger Travel Demand, Fewer Air Discounts

Airlines are turning away from corporate discounts even as businesses begin to increase their travel budgets, a Morgan Stanley report has found. In a survey of nearly 300 corporate-travel buyers, 81% said their bookings will increase and that budgets will begin peaking by 2012. But the growth in demand, coupled with airline consolidation and increased joint ventures, is allowing carriers to continue to reduce discounts by as much as 20%, Morgan Stanley has found. BTNOnline.com (11/19) (*ATA Smart Brief, November 22*)

Study Finds Tourism Earns More Money than Oil

Gulf area travel promoters who think they have to choose between oil and tourism might consider a new study: Tourism and fishing bring in more revenues to the US than drilling.

So says Environment America. “Both tourism and fishing bring US\$204 billion annually to areas along the Pacific, Atlantic and Florida Gulf shores, which is about four times as much as oil and gas produce each year in the Gulf,” the study says.

That is where most of the nation’s oil drilling is done. The coastal counties along the Mid-and South-Atlantic earn \$33.5 billion annually from tourism, and \$10.26 billion from commercial and recreational fishing. And offshore oil only accounts for \$4.1 billion a year, based on government estimates of the recoverable reserves over a 25-year production cycle.

Along the Pacific Coast, tourism generates \$61.98 billion, fishing \$3.98 billion and oil \$34.2 billion. On Florida’s West Coast, tourism earns \$25.4 billion annually, fishing represents \$14.07 billion, and oil and gas in the eastern section of the Gulf of Mexico makes \$11.3 billion. With other coastal areas included, the total comes to \$204 billion for the tourism and fishing industries versus \$55 billion for oil and gas. After the BP oil spill, at least \$7.6 billion was lost in tourism revenue. (*Travel Mole, November 23*)

STR Releases Updated 2010, 2011 Forecast

The U.S. hotel industry is projected to end 2010 with increases in two of the three key performance measurements, according to STR’s forecast update.

STR projects 2010 occupancy will increase 5.3 percent to 57.4 percent, average daily rate is expected to end the year virtually flat with a 0.1-percent decrease to US\$97.92, and revenue per available room is projected to rise 5.2 percent to US\$56.23.

Supply is expected to grow 2.0 percent during 2010, and demand is projected to increase 7.4 percent.

“2010 has been a better year than anyone expected in January,” said Mark Lomanno, president of STR. “Demand has been a pleasant surprise, and it really is the driver behind the kind of year we’ve experienced. With that said, hoteliers need to take advantage of the pricing power they’ve been given because of the increased demand. Our forecast reflects that there will be a movement toward increased rates in 2011.”

In 2011, STR is projecting increases in all three key performance metrics. Occupancy is expected to rise 1.6 percent to 58.3 percent, ADR to increase 3.9 percent to US\$101.73, and RevPAR is projected to end the year up 5.5 percent to US\$59.35.

Supply during 2011 is expected to end the year with a 0.9-percent increase, and demand is projected to rise 2.5 percent. (*HNN Newswire, November 23*)

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

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